

Citizens for Modern Transit

Request for Proposals

Graphic Design Work

CMAQ Contract 5456(611)

Citizens for Modern Transit (“CMT”) is seeking a consultant to assist CMT with a transit community wide campaign on the “Faces of Transit,” the benefits of public transportation outlined by actual riders and CMT members to increase transit ridership on the system. The campaign will include creation and development of a tag line and design of the transit advertising campaign.

Work products will include creation and development of a tag line and cohesive transit advertising campaign including one layout each for bus shelters and MetroLink windscreens, companion online advertising pieces, two layouts for print advertising, and a companion direct mail piece. A detailed budget breakdown for each task/item listed above will need to be included with proposal.

CMT encourages disadvantaged, small, women-owned, and/or minority business participation. Proposers must include the DBE Participation Form or its equivalent in the proposal, even if the DBE participation is zero (0).

Proposals are due on August 27, at 4:00 p.m. local time to the following address:

“St. Louis Transit Rider Improvement Program”

c/o Kimberly Cella

Executive Director

Citizens for Modern Transit
911 Washington, Ste. 200
St. Louis, MO 63101

Late proposals will be returned unopened. Three (3) printed copies and one electronic copy via email (kcella@cmt-stl.org) from a firm principal committing the proposal for a minimum of ninety (90) days. **Faxed proposals or proposals submitted with an inadequate number of copies will not be accepted.**

CMT will post any supplemental information as necessary on the CMT website.